

ESTTA Tracking number: **ESTTA16754**

Filing date: **10/09/2004**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

<b>Proceeding</b>	78161583
<b>Applicant</b>	Pamela Jean Bowman
<b>Correspondence Address</b>	Pamela Jean Bowman 4401 Quail Trail #305 Fort Worth, TX 76114
<b>Submission</b>	Request for Recnsdratn from Final Bd Dcsn
<b>Attachments</b>	FOR RECONSIDERATION OF TRADEMARK TRIAL AND APPEAL BOARD DECISION.txt ( 1 page )
<b>Filer's Name</b>	Pamela J. Bowman
<b>Filer's e-mail</b>	p.j.bowman@tcu.edu
<b>Signature</b>	/pamela j. bowman/
<b>Date</b>	10/09/2004

FOR RECONSIDERATION OF TRADEMARK TRIAL AND APPEAL BOARD DECISION

Applicant: Pamela J. Bowman

Serial Number : 78161583

Filing Date: October 9, 2004

Mark: Desert Rose

I am requesting reconsideration for the trademark Desert Rose to use as one of the fragrance names under the trademark name of my company, Perfumes of the Bible.

Desert Rose will be the name of the perfume and related products for perfuming the body, but not the name of the company. The company name (Perfumes of the Bible) will be a prominent feature on all my products, because the customer will be purchasing Perfumes of the Bible first of all, and then one of the fragrances or a collection of fragrances under the umbrella Perfumes of the Bible.

The name Perfumes of the Bible is foremost and essential to the marketing of all the fragrances. The customer will know that he or she is buying one of the Perfumes of the Bible. I am planning to package several or all the fragrance names into one box embossed with the name Perfumes of the Bible. I will also sell larger bottles and perfumed products separately because the customer may like some of the fragrances and not others. Also, price points are the reason a company must offer colognes and lower priced products, but the products are part of Perfumes of the Bible.

Perfumes of the Bible is a concept and not a single product. The individual products are integrated into the idea that there are names in the Bible that are perfume names. Names and places in the Bible are inextricably connected to their name, denoting the essence and character of that which is named. Desert Rose is connected to the scripture in Isaiah about the 'desert blossoming as a rose'. In fact, the verse will be included with the fragrance so when the name Desert Rose is seen, the verse automatically comes to mind.

The products I am planning cannot exist separate from Perfumes of the Bible. There are other fragrances marketed in a similar way, i.e., The Healing Garden.

As I stated in my earlier brief, if I believed my products were in any way connected to the hair wax by the name of Desert Rose I would not want to pursue this trademark name. I genuinely believe there is no connection whatsoever.

I cannot overemphasize the importance of the company name as the central theme and key to the business concept. All fragrance names will be elements of Perfumes of the Bible. Written descriptions of the names will be included with the fragrances and on a website as marketing tools. This information has been gathered from historical literature including the Bible. The purpose of Perfumes of the Bible is to enhance the enjoyment of the fragrances by connecting the names to interesting and little known stories and facts.

Sincerely,

/pamela j. bowman/

Pamela J. Bowman